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Title:

Speech at the opening of Oldfields Bakery extensions

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1892 I

SPEECH BY THE PREMIER, MR. DUNSTAN, AT THE OPENING OF OLDFIELDS
BAKERY EXTENSIONS. 22.2.72

YOUR WORSHIP, MR. FOWLER, MR. MICHELMORE, LADIES AND GENTLEMEN:

THANK YOU FOR ASKING ME HERE TODAY TO START THIS FIRST FULLY AUTOMATIC
BREAD-BAKING PLANT TO BE INSTALLED IN SOUTH AUSTRALIA.

ANY IMPROVEMENT TO THE BAKING PROCESS WHICH ENSURES BETTER, FRESHER
SUPPLY OF A COMMODITY AS ESSENTIAL TO EVERY HOUSEHOLD AS BREAD IS
OBVIOUSLY OF BENEFIT TO CONSUMERS AS WELL AS PRODUCERS. SO OBVIOUSLY
THE INSTALLATION IS OF VALUE TO MORE PEOPLE THAN THE MANAGEMENT AND
EMPLOYEES OF OLDFIELDS.

IT REPRESENTS, ALSO, A 200-THOUSAND DOLLAR INVESTMENT BY THE COMPANY
AND, AS SUCH, IS A SIGNIFICANT AND TANGIBLE DEMONSTRATION OF YOUR FAITH
IN THE FUTURE OF SOUTH AUSTRALIA - A FAITH, SIR, WHICH WE SHARE TO THE
FULLEST.

BREAD, AS YOU KNOW, IS ON THE LIST OF COMMODITIES WHICH ARE CONTROLLED
IN PRICE IN THIS STATE. THIS SYSTEM OF PRICE CONTROL AND JUSTIFICATION
HAS BEEN OF VERY GREAT VALUE TO US IN SOUTH AUSTRALIA.

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IT HAS ENABLED US TO KEEP OUR COSTS SIGNIFICANTLY LOWER - BY ABOUT FOUR
PER CENT - THAN THOSE OF OTHER STATES AND SO HAS BEEN A KEY FACTOR IN
INDUCING NEW INVESTMENT HERE. AND THIS, OF COURSE, LEADS TO MORE JOBS
BEING AVAILABLE, TO GREATER COMMUNITY PROSPERITY AND THENCE TO
STIMULATED DEMAND FOR OUR PRODUCTS, INCLUDING, NATURALLY, STAPLES SUCH
AS YOURS. I HAVE, ON A NUMBER OF OCCASIONS RECENTLY, SUGGESTED THAT THIS
SYSTEM SHOULD BE ADOPTED AT A NATIONAL LEVEL WHERE I BELIEVE IT WOULD BE
OF IMMENSE VALUE IN HELPING TO STEM THE CURRENT INFLATIONARY SPIRAL.
I WON'T REPEAT THAT ARGUMENT HERE BUT I DO THINK IT APPROPRIATE THAT
I SHOULD THANK THE BREAD MANUFACTURERS OF SOUTH AUSTRALIA AND BAKING
COMPANIES, SUCH AS OLDFIELDS, FOR THEIR READY CO-OPERATION WITH THE
PRICES BRANCH. THIS HAS PERMITTED THE SMOOTH AND EFFICIENT OPERATION
OF THE SYSTEM TO THE ULTIMATE BENEFIT OF ALL SOUTH AUSTRALIANS AND IS
MUCH APPRECIATED BY THE COMMISSIONER AND THE STATE GOVERNMENT.

SIR, OLDFIELDS ASSOCIATION WITH SOUTH AUSTRALIA STRETCHES BACK MORE THAN 80 YEARS FROM THE DAYS WHEN THE OLDFIELD BROTHERS PRODUCED ABOUT 150 LOAVES A DAY FOR THE PEOPLE OF PORT ADELAIDE. NOW THE PLANT CAN HANDLE 3,000 PIECES OF DOUGH AN HOUR - A STRIKING EXAMPLE OF THE COMPANY'S MANAGERIAL ENTERPRISE AND OF THE CHANGE IN ECONOMIC CONDITIONS OVER THAT PERIOD. YOU NOW PRODUCE MANY THOUSANDS OF LOAVES EACH WEEK AND, IN AT LEAST, ONE RESPECT YOU HAVE BETTERED THE ACHIEVEMENT OF A CERTAIN CANNING COMPANY WHICH HAS TRADITIONALLY LAID CLAIM TO THE PRODUCTION OF 57 VARIETIES. I'M TOLD THAT YOU, IN FACT, PRODUCE 71 VARIETIES OF BREAD AND RELATED PRODUCTS. THE ESTABLISHMENT OF THIS NEW PLANT WILL ENABLE YOU TO MAINTAIN THIS TRADITION OF SERVICE AND TO CATER FOR AN EXPANDED DEMAND FOR YOUR PRODUCTS. I NEED HARDLY ADD THAT IF THERE IS ANYTHING THE INDUSTRIAL DEVELOPMENT BRANCH OF MY DEPARTMENT CAN DO TO HELP YOU TO INCREASE YOUR MARKETS BEYOND THEIR PRESENT IMPRESSIVE AREAS YOU HAVE ONLY TO GET IN TOUCH WITH ME.

THIS NEW PLANT REPRESENTS A CONSIDERABLE INVESTMENT FOR YOUR COMPANY BUT ONE WHICH I AM SURE WILL MORE THAN JUSTIFY ITSELF. AND IT NOW GIVES ME MUCH PLEASURE TO START THE BREAD COOLER AND DECLARE THE PLANT TO BE OPERATIVE.

THANK YOU.